

Learn from the best to  
ensure success  
Reasons we will be  
successful

# BUSINESS

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#Citydailynews

## Economy of the European Union

Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage over your competitors.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both, you should choose one or the other.

World Bank's stock at  
time high



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

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## BUSINESS AND SOCIETY

The University of Bologna research and teaching offer a multidisciplinary research approach to the analysis of the relations between business and society.

## **Business and politics**

Corporate political action: Lobbying and analysis of corporate political discourse; Analysis of markets: structures, policies, governance and regulatory frameworks; Globalization, international business; international marketing and trade; Financial markets, institutions and regulation; Company and tax law.

## **Corporate social responsibility**

CSR (for profit enterprises, not for profit businesses, SMEs); CSR (private and public enterprises, including health care agencies); CSR in SOEs (State Owned Enterprises); CSR and civil economy; CSR in the tourism industry; System dynamics modeling for sustainability; Local community and CSR; CSR and culture; Political CSR; Governance, management and CSR; Business and CSR history; Business Ethics (CSR communication; Consumer perception of ethics; Shared Value; Corporate disclosure; Sustainable Human Resource Management; Individual Well-Being; Work-life balance).

## **Social accounting**

Social balance sheet models; Sustainability reporting models; Environmental reporting models; Social, environmental and sustainability accounting in CSR (Direct and indirect accountability; Integrated Reporting and Non-Financial Information).

## **Corporate governance and Corporate finance**

Models of governance; rules and transparency; Corporate ethics, corporate reporting; Control systems in small and big organizations; Risk assessment and risk management; Mergers and acquisitions and market reaction; System dynamics and balanced scorecard; Family firms; Crowdfunding; Analysis of business investment and funding choices; Policies for dividend distribution and financial structures; Efficiency of financial markets; behavioral finance; Corporate governance, derivative instruments, mergers, acquisitions and capital increases; entrepreneurial finance.

## **HIGHLIGHTS**

### **European Projects**

Horizon 2020 [\*\*BIO-PLASTICS EUROPE\*\*](#) - Developing and Implementing Sustainability-Based Solutions for Bio-Based Plastic Production and Use to Preserve Land and Sea Environmental Quality in Europe.

Climate KIC [\*\*E-CIRCULAR\*\*](#) - Catalysing a switch to a circular economy through plastic waste prevention.

Climate KIC [\*\*RE-INDUSTRIALISE\*\*](#) - Supporting the transition of high-emitting regions to zero-carbon innovation hotspots.